



**Inspire. Build. Transform.**

## Media Alert Templates

### Sample Media Alert/Advisory

[City – [Name of Program] in [City] is hosting [details about your event, including any VIPs in attendance].

Please RSVP to [Name at Email Address] to attend the event.

The event is part of Horizons Giving Day, a national fundraising effort on May 16 with a single goal: to raise more than one million dollars to grow existing Horizons programs and bring Horizons to more communities and families nationwide.

[Insert your own quote about your programs statistics or about the event, or something like:]  
“It’s difficult to find a path out of poverty without a college degree, yet low-income students are six times more likely to drop out of high school,” says [Name], Executive Director of [Affiliate].  
“Horizons students build relationships with teachers and peers that make real and lasting differences in their self-confidence and the ability to reach their goals.”

Horizons is a transformational, community-centered education program working to close the opportunity gap for low-income children in Kindergarten through 12th grade. Horizons includes six-weeks of academics, arts, sports, and more each summer through partnerships with independent schools, colleges, and universities across the nation. Horizons students gain 8-12 weeks of reading and math skills each summer; 97% of Horizons high school students graduate on time; and 91% go on to attend college.

At [Horizons Affiliate Name], [a couple of sentences about your program and the host school].

To contribute to [Affiliate] during Horizons Giving Day, visit [www.horizonsgivingday.org/YourCustomURL](http://www.horizonsgivingday.org/YourCustomURL).

Please RSVP to [Name at Email Address Link] to attend the event.

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*Add local boilerplate if you have it.*



## Inspire. Build. Transform.

### Sample Media Release

#### **(Name of Affiliate) Announces Participation in Horizons Giving Day on May 16**

*Campaign Seeks to raise more than \$1 Million to Expand Transformational Education Program*

City, (Date) – [Name of Program] in [City] announced today its participation in Horizons Giving Day, a national effort on May 16 with a single goal: to raise more than \$1 million dollars to expand existing Horizons programs and bring Horizons to more communities and families nationwide. [Affiliate Name] will engage in a competitive, yet friendly, race to raise funds on line and in person with more than 50 Horizons programs nationwide. All funds raised here in [City] will support the growth of [Affiliate Name].

Horizons is a transformational, community-centered education program working to close the opportunity gap for low-income children in Kindergarten through 12th grade. Horizons includes six-weeks of academics, arts, sports, and more each summer through partnerships with independent schools, colleges, and universities across the nation. Horizons students gain 8-12 weeks of reading and math skills each summer, 97% of Horizons high school students graduate on time, and 91% go on to attend college.

[Insert your own quote about your programs statistics or about the event, or something like:]  
“It’s difficult to find a path out of poverty without a college degree, yet low-income students are six times more likely to drop out of high school,” says [Name], Executive Director of [Affiliate].  
“Horizons students build relationships with teachers and peers that make real and lasting differences in their self-confidence and the ability to reach their goals.”

At [Horizons Affiliate Name], [insert a couple of sentences about your unique program and host school].

Demand for Horizons is strong, and the success of Horizons Giving Day depends on the support of the community.

To contribute to [Affiliate], visit [www.horizonsgivingday.org/YourCustomURL](http://www.horizonsgivingday.org/YourCustomURL).

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*Add local boilerplate if you have it.*